ORDER

Order / Rev: 37602 Alt Order #: 08883418 Product Desc: NRSC/HELLER

Estimate:

Flight Dates: 10/17/12 - 10/23/12 Original Date / Rev: 10/15/12 / 10/15/12

Order Type:

GENERAL

Strategic Media Services

Primary AE:

Sales Office:

Sales Region:

KLAS

Mike Jones K-WAS

National

Agency

Orders

Name:

Buying Contact:

Billing Contact:

3299 K St. NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

00:15:00

Cash

Broadcast

EOM/EOC

Advertiser

Name:

Priority:

Heller - NRSC

Demographic:

A35+ PO1

Product Codes:

LV1

Revenue Codes: AGY, POL, CAND New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

End Date # Spots Gross Amount Net Amount Start Date 10/23/12 10/01/12 \$24,870.00 \$21,139.50 Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$24,870.00	\$21,139.50	0.00
Totals	24	\$24,870.00	\$21,139.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones		Start Of Order - End Of Order	100%	

Order Share Share Total KLAS 30% \$24,870.00 Market 100% \$82,900.00

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$20,725.00		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$4,145.00		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/23/1	2 10/23/12	Tue 9-10p NCIS: LA	СМ	9-10p	-T	:30	1	\$2,100.00LV2	0.00 NM	1	\$2,100.00
	NCI:	S											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek:	10/22/12	10/28/12	-T	1	\$2,100.00	0.00						
E 2	8	10/18/1:	2 10/18/12	Thu 9-10p	CM	9-10p	T	:30	1	\$2,100.00LV2	0.00 NM	1	\$2,100.00
				Person Of Interes	st								

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Order / Rev:

37602

Advertiser:

Heller - NRSC

Alt Order #: Flight Dates:

08883418

Product Descr NRSC/HELLER

10/17/12 - 10/23/12

Estimate:

Ln Ch **Inventory Code** Start/End Time Days Len Spots Rate Pri Rtg Type Spots Start End Break Amount P OF INTEREST Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---T---\$2,100.00 0.00 E 3 10/22/12 10/22/12 Mon 9-10p СМ 9-10p M----:30 \$2.100.00LV2 0.00 NM \$2,100.00 8 Hawaii Five-O HAWAII 5-0 Spots/Week Weekdays Rating Start Date **End Date** Rate 10/28/12 \$2,100.00 0.00 Week: 10/22/12 1 10-11p :30 1 \$2,200.00LV2 0.00 NM \$2,200.00 8 10/18/12 10/18/12 Thu 10-11p CM Elementary **ELEMENTARY Start Date End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---T---1 \$2,200.00 0.00 10/21/12 10/21/12 Sun 8-9p CM 8-9p -----:30 1 \$7,350.00LV1 0.00 NM \$7,350.00 (8:00 PM-9:00 PM) The Amazing Race AM RACE Start Date End Date Weekdays Spots/Week Rate Rating ----S Week: 10/15/12 10/21/12 1 \$7,350.00 0.00 10/19/12 10/19/12 Fri 9-10p CM ----F--1 \$1,400.00LV2 8 9-10p .30 0.00 NM \$1,400.00 CSI: NY **CSI NY** Start Date **End Date** Weekdavs Spots/Week Rate Rating ----F--Week: 10/15/12 10/21/12 1 \$1,400.00 0.00 10/17/12 10/17/12 Wed 9-10p CM 9-10p --W----:30 1 \$2,500.00LV2 0.00 NM \$2,500.00 **Criminal Minds C MINDS** Start Date End Date Weekdays Spots/Week Rate Rating --W----Week: 10/15/12 10/21/12 \$2,500.00 0.00 E 8 8 10/17/12 10/23/12 8 News Now Noon M-F CM 12-1230p MTWTF--:30 \$325.00LV2 0.00 NM \$325.00 8 News Now Noon M-F **NEWS** Weekdays Start Date **End Date** Spots/Week Rating Rate MTWTF--Week: 10/17/12 10/23/12 \$325.00 0.00 E 9 10/17/12 10/23/12 630-7p Inside Edition CM 630-7p MTWTF--:30 \$325.00LV2 0.00 NM 2 \$650.00 Inside Edition INSIDE ED **Start Date End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 10/17/12 10/23/12 \$325.00 0.00 E 10 8 10/17/12 10/23/12 7-8p Rotator CM 7-8p MTWTF--:30 \$350.00LV2 0.00 NM 2 2 \$700.00 7-8p Rotator INSIDER/ET Weekdays Start Date **End Date** Spots/Week Rating Rate MTWTF--Week: 10/17/12 10/23/12 0.00 \$350.00 E 11 8 10/17/12 10/23/12 8 News Now 5-630p M-FCM 5-630p MTWTF--:30 \$500.00LV2 0.00 NM 3 \$1,500.00 8 News Now 5-630p M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 10/17/12 10/23/12 \$500.00 0.00 E 12 8 10/21/12 10/21/12 8 News Now Sun AM #2CM 8 News Now Sun A----S \$350.00LV2 0.00 NM :30 \$350.00 8 News Now Sun AM #2 **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating ----s Week: 10/15/12 10/21/12 \$350.00 0.00 10/20/12 10/20/12 8 News Now Sat 5-7p E 13 8 CM 5-7p ----s-:30 \$225.00LV2 0.00 NM \$450.00 8 News Now Sat 5-7p **NEWS** Spots/Week Start Date End Date Weekdays 1 4 1 Rating Rate 10/21/12 ----S-Week: 10/15/12 \$225.00 0.00 E 14 8 10/17/12 10/23/12 8 News Now 5a M-F CM 5-6a MTWTF--:30 \$225.00LV2 0.00 NM 2 \$450.00 8 News Now 5a M-F **NEWS**

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KLAS

24

\$24,870.00

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Flight Dates:

Advertiser: Heller - NRSC

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10/17/12 - 10/23/12

Estimate:

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 0.00 NM \$450.00 10/17/12 10/23/12 8 News Now 5a M-F 5-6a MTWTF--:30 2 \$225.00LV2 E 14 8 CM 8 News Now 5a M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 10/17/12 10/23/12 \$225.00 0.00 MTWTF--:30 \$275.00LV3 0.00 NM 1 \$275.00 E 15 8 10/17/12 10/23/12 Live w/Kelly CM 9-10a Live w/Kelly **KEELY** <u>Weekdays</u> Rating Start Date **End Date** Spots/Week Rate 10/23/12 MTWTF--\$275.00 Week: 10/17/12 0.00 10/17/12 10/23/12 CBS This Morning 7-9a CM 7-9a :30 \$200.00LV2 0.00 NM 2 MTWTF--\$400.00 E 16 8 **CBS This Morning EARLY S HOW** End Date Spots/Week Rating Start Date **Weekdays** <u>Rate</u> MTWTF--Week: 10/17/12 10/23/12 \$200.00 0.00 10/17/12 10/23/12 8 News Now 4-5a СМ 4-5a MTWTF--:30 1 \$20.00LV4 0.00 NM 1 \$20.00 8 News Now 4-5a **NEWS Start Date End Date Weekdays** Spots/Week Rating Rate Week: 10/17/12 10/23/12 MTWTF--\$20.00 0.00 1 Totals